

Annual Customer Satisfaction Survey Report for Fiscal Year 2003

In May 2003, the Bureau of Economic Analysis (BEA) conducted its annual Customer Satisfaction Survey. The survey captured feedback in three critical areas: Customer satisfaction, product use, and Web site features. Respondents were most interested in

- The availability of more information on BEA's Web site,
- The availability of a search engine on BEA's Web site,
- Data in an easy-to-use format,
- Accurate BEA estimates, and
- The quality of BEA's products and services.

Respondents to the survey rated BEA with 4.4 points on a 5-point scale in satisfaction with the overall quality of BEA products and services.

Additional measures of customer satisfaction with BEA are summarized in chart 1, which compares the fiscal year 2003 survey results with previous survey results.

In July 2003, BEA launched a redesign of its Web site. The new site at <www.bea.gov> was developed with you in mind, and the design is more uniform across BEA's National, Regional, International, and Industry program

areas; it now features a link to the Automated Survey Transmission and Retrieval (ASTAR) system, BEA's major data collection application; a glossary of terms; an A-Z site index, to help customers navigate; the BEA contact list, upgraded to make it searchable; and finally, two pages of frequently asked questions about each of the four program areas and about using BEA's Web site.

Now that information is more easily accessible to customers on the Web site, another major change was made—data products are now free and can be downloaded from any one of the four program areas.

BEA continues to improve the timeliness, accuracy, and accessibility of its data and to assess needed changes in the services provided to customers. For assistance on BEA's products and services, contact

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Chart 1. How Satisfied Are BEA Customers?

